

**LISTING OF CLAIMS:**

1. -26. (Cancelled)

27. (Currently Amended) A gaming apparatus comprising:

a housing;

a value-input device for receiving that is capable of allowing a player to deposit a medium of value;

an input device for receiving that allows said player to make a wager;

a gaming apparatus reel rotatable about an axis and having an outer circumferential region, said reel comprising;

a motor capable of rotating said gaming apparatus reel and operative coupled to a controller;

a support mechanism having an outer circumferential region;

a flexible display mounted on said outer circumferential region of said gaming apparatus reel support mechanism and comprising a plurality of addressable pixels, said flexible display having a flexibility that allows said flexible display to be elastically bent from a substantially straight configuration to a curved configuration, wherein said curved configuration is capable of contacting said outer circumferential region of said support mechanism gaming apparatus reel at two points that define endpoints of an arc of said circumferential region having a central angle of about ninety degrees, and wherein said flexible display is adapted operable to display an indicium comprising a pattern of the plurality of addressable pixels to said player of said gaming apparatus and wherein said flexible display is operable to rotate about the axis;

a display driver for controlling the plurality of addressable pixels of said flexible display coupled to the support mechanism and operatively coupled to the controller wherein the display driver receives instructions from the controller related to displaying the indicium; and

a slip ring drum rotatable about said axis of said gaming apparatus reel, wherein said slip ring drum includes a plurality of electrical conductors;

a plurality of electrically conductive brushes operatively coupled to said slip ring drum;

a the controller operatively coupled to said value-input device, said input device, said motor, and said display driver and said electrically conductive brushes, said controller comprising a processor and a memory operatively coupled to said processor;

said controller being programmed to i) detect a deposit of a medium of value by said player; ~~said controller being programmed ii) to detect a wager by said player; said controller being programmed iii) to cause said indicium to be displayed on said flexible display; said controller being programmed iv) to cause said motor to spin said gaming apparatus reel; said controller being programmed v) to cause said motor to stop said gaming apparatus reel; vi) said controller being programmed to determine a value associated with an outcome of a gaming apparatus wager-based game played on the gaming apparatus, vii) select from a plurality of game play indicia the indicium to display on the flexible display and viii) dynamically change the indicium displayed on the flexible display during the operation of the gaming apparatus; and~~

the memory adapted for storing programming instructions or information for generating the game play indicia including the indicium.

~~a payout tray to tender value to said player.~~

28. (Currently Amended) The gaming apparatus of claim 27 wherein said controller is further programmed to display gaming instructions on the flexible display. dynamically change said indicium displayed on said flexible display.

29. (Original) The gaming apparatus of claim 27 wherein said flexible display comprises a flexible liquid crystal display.

30. (Currently Amended) The gaming apparatus of claim ~~29~~ 27 wherein said controller is further programmed to display a simulation of game play on the flexible display to dynamically change said indicium displayed on said flexible liquid crystal display.

31. (Original) The gaming apparatus of claim 27 wherein said flexible display comprises a flexible light emitting diode display.

32. (Currently Amended) The gaming apparatus of claim ~~31~~ 27 wherein said controller is further programmed to receive from a remote device programming instructions or information for changing the game play indicia available on the gaming apparatus to dynamically change said indicium displayed on said flexible light emitting diode display.

33. (Currently Amended) A gaming apparatus slot machine comprising:
- a housing;
  - a value-input device for receiving adapted to allow a player to deposit a medium of value;
  - an input device for receiving that allows said player to make a wager;
  - a ~~slot machine~~ reel rotatable about an axis ~~and having an outer circumferential region,~~  
the reel comprising:
    - a support mechanism having an outer circumferential region;
    - a flexible display mounted on said outer circumferential region of said ~~gaming apparatus reel support mechanism~~ and comprising a plurality of addressable pixels, said flexible display having a flexibility that allows said flexible display to be elastically bent from a substantially straight configuration to a curved configuration, wherein said curved configuration is capable of contacting said outer circumferential region of said ~~support mechanism gaming apparatus reel~~ at two points that define endpoints of an arc of said circumferential region having a central angle of about ninety degrees, and wherein said flexible display is ~~adapted~~ operable to display an indicium comprising a pattern using the plurality of addressable pixels to said player of said gaming apparatus and wherein said flexible display is operable to rotate about the axis;
    - a display driver for controlling the plurality of addressable pixels of said flexible display operatively coupled to the controller wherein the display driver receives instructions from the controller related to displaying the indicium and
    - a the controller operatively coupled to said value-input device, said input device, and said display driver, said controller comprising a processor and a memory operatively coupled to said processor, said controller being programmed to i) cause said indicium to be displayed on said flexible display, and said controller being programmed ii) to determine a value associated with an outcome of said slot machine a wager-based game played on the gaming apparatus, iii) select from a plurality of game play indicia the indicium to display on the flexible display and iv) dynamically change the indicium displayed on the flexible display during the operation of the gaming apparatus; and
    - the memory adapted for storing programming instructions or information for generating the game play indicia including the indicium.

34. (Currently Amended) The gaming apparatus-slot machine of claim 33 wherein said controller is further programmed to dynamically change said indicium displayed on said flexible display.

35. (Currently Amended) The gaming apparatus-slot machine of claim 34 33 wherein said flexible display comprises a flexible liquid crystal display.

36. (Currently Amended) The gaming apparatus-slot machine of claim 34 33 wherein said flexible display comprises a flexible light emitting diode display.

37. (Currently Amended) A gaming apparatus comprising:  
a reel rotatable about an axis and having an outer circumferential region;  
a flexible display mounted on said outer circumferential region of said reel and comprising a plurality of addressable pixels, said flexible display having a flexibility that allows said flexible display to be elastically bent between a substantially straight configuration and a curved configuration, wherein said curved configuration is capable of contacting said outer circumferential region of said reel at two points that define endpoints of an arc of said circumferential region having a central angle of at least ninety degrees, and wherein said flexible display is adapted to display an indicium comprising a pattern using the plurality of addressable pixels to said player of said gaming apparatus and wherein said flexible display is operable to rotate about the axis; associated with a slots game to said player of said gaming apparatus; and

a controller operatively coupled to said flexible display, said controller comprising a processor and a memory operatively coupled to said processor; said controller being programmed to ~~store said indicium, and said controller being programmed i) to cause said indicium to be displayed on said flexible display ii) select from a plurality of game play indicia the indicium to display on the flexible display, iii) receive from a remote device programming instructions or information for changing the game play indicia available on the gaming apparatus and iv) determine a value associated with an outcome of a wager-based game played on the gaming apparatus;~~

a communication interface for communicating with the remote device and the memory adapted for storing programming instructions or information for generating the game play indicia including the indicium.

38. (Original) The gaming apparatus of claim 37 wherein said controller is further programmed to dynamically change said indicium displayed on said flexible display.
39. (Currently Amended) The gaming apparatus of claim ~~38~~ 37 wherein said flexible display comprises a flexible liquid crystal display.
40. (Currently Amended) The gaming apparatus of claim ~~38~~ 37 wherein said flexible display comprises a flexible light emitting diode display.
41. (New) The gaming apparatus of claim 27, wherein a portion of the game play indicia are themed.
42. (New) The gaming apparatus of claim 33, wherein a portion of the game play indicia are themed.
43. (New) The gaming apparatus of claim 37, wherein a portion of the game play indicia are themed.
44. (New) The gaming apparatus of claim 33 wherein said controller is further programmed to receive from a remote device programming instructions or information for changing the game play indicia available on the gaming apparatus.
45. (New) The gaming apparatus of claim 33 wherein said controller is further programmed to display gaming instructions or a simulation of game play on the flexible display.
46. (New) The gaming apparatus of claim 37 wherein said controller is further programmed to display gaming instructions or a simulation of game play on the flexible display.
47. (New) The gaming apparatus of claim 33, further comprising a motor for rotating the reel.

48. (New) The gaming apparatus of claim 47, wherein the controller is further programmed to control a spin of the reel using the motor.
49. (New) The gaming apparatus of claim 37, further comprising a motor for rotating the reel.
50. (New) The gaming apparatus of claim 49, wherein the controller is further programmed to control a spin of the reel using the motor.
51. (New) The gaming apparatus of claim 37, further comprising a display driver adapted for displaying the indicium on the flexible operatively coupled to the controller.
52. (New) The gaming apparatus of claim 51, wherein the display driver is mounted to the reel such that it rotates when the reel rotates.
53. (New) The gaming apparatus of claim 33, wherein the display driver is mounted to the reel such that it rotates when the reel rotates.
54. (New) The gaming apparatus of claim 27, wherein the indicium is selected based upon an amount of value received at the gaming apparatus.
55. (New) The gaming apparatus of claim 33, wherein the indicium is selected based upon an amount of value received at the gaming apparatus.
56. (New) The gaming apparatus of claim 37, wherein the indicium is selected based upon an amount of value received at the gaming apparatus.
57. (New) The gaming apparatus of claim 27, wherein the indicium is selected based upon a theme.
58. (New) The gaming apparatus of claim 57, wherein the theme is related to one or more of a particular casino, a game played on the gaming apparatus, a location or an event.

59. (New) The gaming apparatus of claim 33, wherein the indicium is selected based upon a theme.
60. (New) The gaming apparatus of claim 59, wherein the theme is related to one or more of a particular casino, a game played on the gaming apparatus, a location or an event.
61. (New) The gaming apparatus of claim 37, wherein the indicium is selected based upon an amount of value received at the gaming apparatus.
62. (New) The gaming apparatus of claim 61, wherein the theme is related to one or more of a particular casino, a game played on the gaming apparatus, a location or an event.
63. (New) The gaming apparatus of claim 27, further comprising one or more additional reels.
64. (New) The gaming apparatus of claim 33, further comprising one or more additional reels.
65. (New) The gaming apparatus of claim 37, further comprising one or more additional reels.
66. (New) The gaming apparatus of claim 27, wherein the reel further comprises a slip ring drum rotatable about said axis of said reel, wherein said slip ring drum includes a plurality of electrical conductors; and a plurality of electrically conductive brushes operatively coupled to said slip ring drum.
67. (New) The gaming apparatus of claim 33, wherein the reel further comprises a slip ring drum rotatable about said axis of said reel, wherein said slip ring drum includes a plurality of electrical conductors; and a plurality of electrically conductive brushes operatively coupled to said slip ring drum.
68. (New) The gaming apparatus of claim 37, wherein the reel further comprises a slip ring drum rotatable about said axis of said reel, wherein said slip ring drum includes a

plurality of electrical conductors; and a plurality of electrically conductive brushes operatively coupled to said slip ring drum.

69. (New) The gaming apparatus of claim 27, wherein the controller is further programmed to change the indicium displayed on the flexible display prior to initiating the wager-based game, during the play of the wager-based game or after the play of the wager-based game.

70. (New) The gaming apparatus of claim 33, wherein the controller is further programmed to change the indicium displayed on the flexible display prior to initiating the wager-based game, during the play of the wager-based game or after the play of the wager-based game.

71. (New) The gaming apparatus of claim 37, wherein the controller is further programmed to change the indicium displayed on the flexible display prior to initiating the wager-based game, during the play of the wager-based game or after the play of the wager-based game.

72. (New) A gaming apparatus comprising:  
a housing;  
a value-input device for receiving a medium of value;  
an input device for receiving a wager;  
a reel rotatable about an axis, the reel comprising:  
a support mechanism having a outer circumferential region;  
a display mounted on said outer circumferential region of said support mechanism, said display substantially conforming to a curvature of the outer circumferential region, said display comprising a plurality of addressable pixels, wherein the display is operable to display an indicium comprising a pattern using the plurality of addressable pixels and wherein said display is operable to rotate about the axis;  
a display driver for controlling the plurality of addressable pixels of said display operatively coupled to the controller wherein the display driver receives instructions from the controller related to displaying the indicium and  
the controller operatively coupled to said value-input device, said input device, and said display driver, said controller comprising a processor and a memory operatively coupled



to said processor, said controller being programmed to i) cause said indicium to be displayed on said display, ii) determine a value associated with an outcome of a wager-based game played on the gaming apparatus, iii) select from a plurality of game play indicia the indicium to display on the display and iv) dynamically change the indicium displayed on the display during the operation of the gaming apparatus; and

the memory adapted for storing programming instructions or information for generating the game play indicia including the indicium.

73. (New) The gaming apparatus of claim 72, wherein said display comprises one or more flexible components.

74. (New) The gaming apparatus of claim 72, wherein said flexible display comprises a flexible liquid crystal display.

75. (New) The gaming apparatus of claim 72 wherein said flexible display comprises a flexible light emitting diode display.

76. (New) The gaming apparatus of claim 72, wherein a portion of the game play indicia are themed.

77. (New) The gaming apparatus of claim 72 wherein said controller is further programmed to receive from a remote device programming instructions or information for changing the game play indicia available on the gaming apparatus.

78. (New) The gaming apparatus of claim 72 wherein said controller is further programmed to display gaming instructions or a simulation of game play on the display.

79. (New) The gaming apparatus of claim 72, further comprising a motor for rotating the reel.

80. (New) The gaming apparatus of claim 72, wherein the controller is further programmed to control a spin of the reel using the motor.

81. (New) The gaming apparatus of claim 72, wherein the reel further comprises a slip ring drum rotatable about said axis of said reel, wherein said slip ring drum includes a plurality of electrical conductors; and a plurality of electrically conductive brushes operatively coupled to said slip ring drum.

82. (New) The gaming apparatus of claim 72, wherein the display driver is mounted to the reel such that it rotates when the reel rotates.

83. (New) The gaming apparatus of claim 72, wherein the indicium is selected based upon a theme.

84. (New) The gaming apparatus of claim 72, wherein the theme is related to one or more of a particular casino, a game played on the gaming apparatus, a location or an event.

85. (New) The gaming apparatus of claim 72, wherein the indicium is selected based upon an amount of value received at the gaming apparatus.

86. (New) The gaming apparatus of claim 72, further comprising one or more additional reels.